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Beer, glorious beer on tap  
in the home

Businessman Rolf Theuerkauf has a tap on the wall of his house in Salzgeber. Nothing unusual about that you may think, but wait a minute — 31-year-old Rolf's tap does not dispense Adam's ale, but real, foaming keg beer straight from the brewery!

Thirty friends share this special mod.con. at Rolf's home. They just have to say the word and he sets the beer flowing for his then at his parties.

Mr Theuerkauf has realised a dream that remains a dream for most men. For s-

## Hannoversche Presse

"mere" 2,500 Marks or so Mr Theuerkauf persuaded the local brewery, about 350 yards away down the road, to connect him up to their barrels with his own private pipeline.

The idea first came to Mr Theuerkauf after a pleasant evening's drinking with his friends. The morning after the night before he was wading knee deep through empty bottles, and carrying them back to the shop was no joke.

No sooner said than done: Mr Theuerkauf got in touch with the Brunswick-based brewery which gave a contract for the special pipeline to a local firm.

With 1.5 units of atmospheric pressure the cool-blond liquid is pumped from hundred-litre aluminium kegs.

The pipeline itself holds 24 litres of beer. A VIB (very important beer-drinker) was brought in to christen the new beer tap, namely the newly elected "Beer Queen" of Munich.

Mr Theuerkauf reckons that the pipeline will have paid for itself within a year. This is not only due to the beer, which, needless to say, works out cheaper when the drinker is his own barman and does not have to pay a tip.

As a businessman Mr Theuerkauf



A dream come true — beer from a water tap!

(whosa nama means expensive purchase!) realises that when it comes to bargaining for contracts the beer-tap may help him win friends and influence people. Many a contract in this country has been signed and sealed over a glass of beer; what better way to do it than over a litre of draught from your own tap in the wall.

And the bills? The brewery has fixed a meter at their end of the pipeline to measure how much Mr Theuerkauf and his friends drink. They send a bill regularly just like the electricity board.

But until Mr Theuerkauf gets down to business again there are plenty of friends who will help him drink his own brew.

Dieter Böhre

(Hannoversche Presse, 13 March 1971)

## Sunday best

Sunday is still for most men a country day on which they dress themselves up smartly. It is looked upon as a special day to wear something other than casual clothes. A formal suit is more frequently than a sports jacket. According to a survey carried out by the Knitwear Manufacturers' Association, the younger generation are more inclined to wear a suit in the future to adopt a neutral stand and talk only with the Six as a whole.

New approaches to dress come from young men who are self-conscious and have achieved junior executive positions.

(Frankfurter Allgemeine Zeitung für Deutschland, 5 March 1971)

## The German Tribune

A WEEKLY REVIEW OF THE GERMAN PRESS

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Edward Heath's Bonn visit  
is a step to Paris

British Prime Minister Edward Heath visited West Berlin for a few hours on 4 April. He was welcomed by West Berlin's governing mayor, Klaus Schütz (left). (Photo: dpa)

government's policy towards the Eastern Bloc, for instance, in return.

In Paris, however, the Chancellor can only give expression to his good will towards London in the form of friendly persuasion. A stronger note cannot be sounded.

This is less because of the need to assure himself of France's continued support for Bonn's Eastern policy but because Willy Brandt realises that whatever the state of the negotiations to expand the Common Market there can be no question of prejudicing the continued existence of the EEC as it now stands.

Herr Brandt tried to lend Britain a helping hand prior to the Prime Minister's visit by means of correspondence with the French President but M. Pompidou's reply will neither surprise nor satisfy Mr Heath.

For tactical reasons the French have always maintained that their approach to Common Market entry bids is constructive. Britain too claims to be flexible but is so to a limited extent only. Mr Heath no doubt having had to ask Bonn not to take his persistence in one or two points too lightly.

Britain's time limit to the talks simply cannot be postponed until after the summer recess. For domestic reasons the Prime Minister has no option but to succeed and the longer it takes and the more it costs to come to an agreement with Brussels the poorer are his prospects of gaining a parliamentary majority in favour of joining.

The closer in time to the next general election the entry date is, the more the initial drawbacks are likely to adversely affect his prospects of re-election.

It is not only a matter of money either. Of late the French have turned their attention to the talks on New Zealand

bitter, Commonwealth sugar and sterling's role as a reserve currency.

These are all issues on which France can either make Britain pay dearly when it comes to the crunch or accuse Whitehall of being responsible for the failure of the negotiations.

For France more than negotiation tactics is involved. This approach reflects the basic design of Gaullist foreign policy.

All three issues represent real obligations linked with Britain's world reputation. Paris will probably know no rest and not lower its arms until Britain has renounced its overseas commitments.

As the other five Common Market countries differ from France in not thinking in terms of prestige and privilege talks between France and the Five and Britain and the Six will probably only

progress if London and Paris reach agreement behind the scenes in Brussels after all.

Premier Heath would be prepared to do so but has so far waited in vain for any sign from President Pompidou, who is evidently hesitant while still unable to see signs of sufficient readiness to make concessions on the British side of the Channel.

Mr Heath's visit to Bonn, on the face of it the wrong destination, may have been worthwhile after all, though, — provided, that is, it turns out to have been a step on the road to Paris and Herr Brandt succeeds in getting the French and British leaders together rather than merely closer together.

Dieter Schröder

(Süddeutsche Zeitung, 5 April 1971)

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

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"Zeitung für Deutschland" ("Newspaper for Germany") is a designation that reflects both the Frankfurter Allgemeine's underlying purpose and, more literally, its circulation — which covers West Berlin and the whole of the Federal Republic. In addition to 140 editors and correspondents of its own, the paper has 450 "stringers" reporting from all over Germany and around the world. 300,000 copies are printed daily, of which 220,000 go to subscribers. 20,000 are distributed

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Mainz — a city with a vast past and a promising future

the five Common Market partners. For the time being Britain's role is that of a virtual onlooker.

All that Britain and the Five have in common are feelings alternating between joy and tribulation, depending on the latest comments on Britain's EEC entry bid by President Pompidou and Foreign Minister Schumann.

Chancellor Brandt's Bonn talks with Premier Heath have thus proved as inescapable as all previous moves of breaking the deadlock at the Brussels negotiations.

Mr Heath can in any case be sure of Bonn's support. He does not need to offer British backing for the Federal

## British Premier Heath in Berlin

The red carpet of publicity was half rolled out for British Premier Edward Heath's visit to Bonn in March when he was forced to postpone the trip at short notice because of the crisis in Northern Ireland.

Now that he has finally been able to pay this country a visit the occasion is no less worthy of attention, having been accompanied by a stopover in Berlin, which the head of government of one of the Western powers can regard as a city of particular importance.

A visit to Berlin in addition to Bonn, the Federal capital, is not an everyday occurrence as far as West Berlin is concerned, but nothing out of the ordinary either.

It bears witness to the presence of the Western Allies at a juncture at which the Four-Power talks on the status of the city increasingly appear to have reached deadlock, the East Berlin government's at-

titude on entry-permits to the Eastern sector for West Berliners over Easter proving once more that the GDR continues to want all or nothing.

This includes West Berlin being isolated and left entirely to its own devices. In the circumstances the people of Berlin will definitely have appreciated Mr Heath's gesture.

Postponement of the visit had no effect on the topics discussed, the groundwork having been laid during Foreign Minister Scheel's visit to London at the beginning and Foreign Secretary Douglas-Home's visit to Bonn at the end of February.

The Berlin question leads on to the whole gamut of policy towards the Eastern Bloc. Britain's Common Market entry bid has been rendered even more problematic, if that is possible, by the latest agricultural decisions taken in Brussels.

But there has been no change in Bonn's

determination to do all in its power to bring about British entry, and this would still be the case even if the Opposition were in power.

On the eve of Mr Heath's visit to this country (and this timing may well be no coincidence) Whitehall launched what appeared to be a ballon d'essai in France's direction.

The British government reactivated a proposal for the two European minor nuclear powers, Britain and France, join forces to set up a joint nuclear force established, as it were, on behalf of Europe as a whole.

In view of the ungracious response ideas of this kind encountered in Paris in de Gaulle's days it would hardly be surprising if the initial reaction from France were, for the time being, negative.

On the other hand many Europeans will appreciate the idea of joining forces in this way, an additional factor of course being that links of this kind between Britain and France will form a counterweight to this country's influence in material terms within the Common Market.

(Frankfurter Allgemeine Zeitung für Deutschland, 5 April 1971)



imaginative and far-reaching" but also promised the government here active support, saying: "We see ourselves as your partner in this great enterprise".



## ■ INTER GERMAN RELATIONS

## Ulbricht regime increases its 'walling-off' tactics

People living in the German Democratic Republic are not in a good mood. Political and economic discrepancies have once again become entangled in one big knot this winter.

"Social democracy" is rife everywhere, nourished by vague hopes of inter-German rapprochement, and is making life difficult for party officials.

Even party members of long standing are suddenly dreaming and speaking of democratic Socialism, or at least of more freedom of speech, less control from above and a bit more grass-roots decision-making.

Further unease is caused by the thought of Erich Honecker succeeding First Party Secretary Walter Ulbricht,

regarded by many people in the GDR as a statesman of international standing.

Ulbricht's long periods of convalescence and the fact that his public appearances are gradually becoming rarer, even for important occasions, suggest that it will not be long before this change sets in.

Then the reverse of liberalisation is expected. There will be more ideological instruction, economic policy will be subject to tighter control, there will be an increased tendency to wall off the GDR from the Federal Republic and there will be a far-reaching purge in the party which is now going along at a mere trot both ideologically and functionally as the "motor of progress".

To speed up this pace somewhat, the head of the Socialist Unity Party's Leipzig branch and the city's veteran mayor Kresse were recently forced to resign their posts.

They were accused of faulty planning in the city's building programme which has cost the State immense sums of money. The university will now open two years later than was originally planned.

On top of all this comes the political anger felt toward the GDR's Russian allies whose flirtation with the Federal Republic is understood no more clearly in East Berlin than it is here.

Why, people are asking, have the Russians been describing their troops in the GDR for the past year as the "Group of Soviet Armed Forces in Germany" and no longer the "Group of Soviet Armed Forces Temporarily Stationed in the GDR"?

According to the Socialist Unity Party

(SED), Germany no longer exists or shouldn't do anyway. The ADN news agency even had to correct itself once because of this awkward phraseology.

The Russian manner of stressing the fact that Germany is the responsibility of the four powers victorious in the Second World War is not welcomed by the GDR.

All these political irritations are accentuated for the public by new economic difficulties. The supply of cabbage will probably be ensured until May, a certain Hans Georg Müller announced.

Müller, responsible for the harvesting and distribution of fruit and vegetables in the Leipzig area, also recommended the trade to take extreme efforts so that as little as possible is spoiled.

Other vegetables are scarce. Even apples were in short supply this winter, not to mention oranges and other imported fruit.

Failures of this type drastically effect the mood of the population a quarter of a century after the end of the war and in view of the many unfulfilled promises to improve the standard of living.

On their way home from party meetings through unit streets - electricity too is scarce during the winter - party members were able to ponder over the difference between theory and practice in the Socialist system of economy.

With party officials in this gloomy mood it is not surprising that there is little contact with the Federal Republic and its affluent society whose products can be seen on television broadcasts penetrating far into the GDR.

The most popular word at the moment - though not very popular with the population at large - is "walling off".

Any influence coming from this is immediately quashed.

Even official contacts are kept at a minimum. Horst Sölle, Minister for Foreign Trade, spared only ten minutes of his time for State Secretary Krastner Rohwedder of the Federal Republic's Ministry of Economic Affairs when he attended the Leipzig Fair.

And Sölle knew that Rohwedder, because of worse treatment than people coming to the Fair, had immediately assured him that it had been a mistake.

Rohwedder had had to wait minutes for the return of his paper Marzburger border checkpoint filling in the usual customs declaration and changing the computer.

He had not been given priority at any meeting with Sölle. It was during his talk with Herr Rohwedder, GDR contact-man for international trade, that he learnt that the occupied Horst Sölle had been found ten minutes for him and was for him in the Astoria Hotel.

The GDR is otherwise always taking accurate on questions of cold. That means that the discrimination of invited guests is deliberate.

It is part of an exhibited attitude towards the Federal Republic. In this country are now ignoring the idea of a political weekly that was relatively easy to gain an international man like Foreign Trade Minister.

Willy Brandt's "embracing the world" as much as you as Dulles, an East Berlin spokesman, while explaining his government's ing-out tactics.

But it is causing the SED more than the Cold War did, both ideologically. The party is difficulty in adjusting to the new world and has therefore been through a defensive.

It is not surprising that there is little contact with the Federal Republic and its affluent society whose products can be seen on television broadcasts penetrating far into the GDR.

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## PUBLISHING

## Plans to launch news weekly to compete with Der Spiegel

STUTTGARTER ZEITUNG

Two announcements of staff changes at the top of large publishing concerns in Hamburg have given some substance to the belief that publishers in the city are sagaciously experimenting behind a veil of secrecy on new publications to attract readers.

Wolfgang Schneider of Gruner + Jahr and Hans-Joachim Lauth of Axel Springer, the two most powerful publishing houses in Germany, are working on a new publication to be called *Wochenaktuell*. People are already mocking that this will appear less as a political weekly than a type of super-*Pravda*.

This magazine should be appearing for the first time this summer with an initial circulation of 600,000 copies and costing 85 Pfennigs.

The most spectacular team working on a new publication is made up of Richard Gruner, who has been freed of publishing work and is now living in Liechtenstein, and Claus Jacobi, former editor-in-chief of *Spiegel* and, until February of this year, editor-in-chief of Springer's *Welt am Sonntag*.

Speculation about the activities of this two-man group first became rife at the beginning of the year when Jacobi said that he was interested in "other work".

The speculation has now become a certainty, especially as there should hardly be any financial obstacles. Gruner has sold his 25-per-cent share in *Spiegel* for about forty million Marks and his 39.5 per cent share in Gruner + Jahr for an estimated 140 million Marks.

He should therefore be able to put up the money necessary to title the new magazine over the initial costly period. Jacobi estimated that under sixty million Marks are needed for this and there has already been talk about possible capital investments by powerful industrial groups.

Reports that Gruner's and Jacobi's magazine will start appearing at the

beginning of next year at the same price and in the same format as the *Spiegel* have not been denied. Its title is being kept secret but most of its editorial staff has already been approached.

Jacobi recently announced the journalistic programme of the new magazine. Special attention would be paid to subjects that had been "criminally neglected" by the *Spiegel*. *Spiegel*-connoisseur Jacobi is thinking mainly of sport, travel and "the modern woman".

The new magazine should offer more than the *Spiegel* but will adopt the weekly's objective style of reporting political, cultural and economic affairs. Jacobi hopes to attract a considerable number of *Spiegel* readers as otherwise Anti-*Spiegel* would have little chance of survival.

The publishers of *Der Spiegel* have reacted quite casually, outwardly at least, to the threat offered by other publishers to take a slice of the profits currently enjoyed by *Spiegel* that has scarcely had any competition since it was set up.

In an interview with the *Stuttgarter Zeitung* Hans-Dietrich Becker of the *Spiegel* Verlag described as pure nonsense reports that a mobilisation plan had been drawn up to prevent any loss of leadership or staff and that as a start fourteen senior members of the staff had been bound to the magazine with lucrative five-year contracts. "As usual, a number of contracts were extended at the end of the year," Becker said.

Becker doubts that a potential rival ("The competition isn't even there yet.") will be able to threaten the *Spiegel* by moving in on its market. "We are," he said with irony, "a news magazine with

critical, up-to-the-minute journalism. We do not help people with their housekeeping or in cooking plum pudding."

Becker is full of confidence concerning the economic future of his magazine. He dismissed prophecies of doom in a recent editorial: "The *Spiegel* is not losing circulation figures. The average number of copies printed has increased every year since it was started and rose 2.3 per cent in 1970."

Wolfgang Feucht (STUTTGARTER ZEITUNG, 27 March 1971)

## Death of Der Monat

*Monat* for a long time this country's leading literary and political periodical, has published its last edition. The public obviously no longer wants literature, politics and culture to be presented in the way *Monat* did it.

Circulation figures declined from their peak of over 40,000 to considerably less than 10,000.

Gerd Bucerius, the controlling publisher with a 76-per-cent share, said that the periodical was some 250,000 Marks in the red last year.

People acquainted with the situation claim that he was having to pay six Marks towards every copy of the magazine that sold at three.

But why has *Monat* failed in recent years? Editor Klaus Harpprecht is blamed. He certainly did not always operate skilfully and often sacrificed content to form, especially in his own articles.

It must be said of course that it is never the journalist alone who is at fault when a newspaper or magazine closes but the publisher who has picked the journalist.

But in the case of *Monat* staff reasons played no more than a subordinate role. *Monat* was, in its good days, a product of the fifties and the ideology of that era.

We are now in the seventies. (DEUTSCHES ALLGEMEINES SONNTAGSBLATT, 14 March 1971)

## Brezhnev

Continued from page 2

warnings against procrastination in respect of its ratification.

Brezhnev's comments on the future status of Berlin do not, admittedly, contain anything new but they are so moderate in tone as to make it appear likely that the Soviet Union would like to reach a compromise acceptable to all concerned in the Four-Power talks.

The entire tenor of Brezhnev's speech gives reason to hope for a continuation of the thaw in East-West relations. In an atmosphere of this kind, a snowman left over from the freeze will be out of place.

So it is that no politician wanting to gain or retain responsible office in this country can afford to retreat to views held prior to the treaty between Bonn and Moscow. Immanuel Birnbaum (SS-Deutsche Zeitung, 31 March 1971)

## Klaus Höpcke - an advocate of isolationism

increased, Höpcke asserted that more and more people were turning away from him.

His secret wishes did not remain all that secret. He expressed them in threats veiled as questions: "Do people sit as securely in the shelter of acceptance as Biermann believes?"

Wolf Biermann answered fearlessly: "I am the individual, the collective has isolated itself from me." Höpcke eagerly helped to build the cage that holds Biermann captive today.

These articles were a warm-up towards the "walling-off" ideology that is now prevalent. Höpcke is one of the pace-makers of the walling-off process, both in domestic and foreign policy. It was only logical that he should be given the job of writing the article "The walling-off of culture" that appeared in *Neues Deutschland*.

Höpcke, born in 1933, appeared at first to be embarking on a university career. He worked at the department of journalistic theory and practice in the faculty of journalism at Leipzig and taught domestic and foreign policy as portrayed by the press.

But he was obviously needed more urgently in the party apparatus. He earned his ideological spurs between 1962 and 1964 as first secretary of the Leipzig area branch of the Free German Youth under the supervision of Stalinist Paul Fröhlich, qualifying him for a place on the party bible *Neues Deutschland*. Höpcke bases his views on a peculiar

Socialist culture that is becoming more and more clearly pronounced: "Every step forward on the way to Socialist culture is at the same time a step away from the Socialist subculture."

If this dialectic process is not adhered to, he claims, there can be no effective step toward the culture of Socialism.

Walling-off thus becomes the watchword of all progress and everything is divided neatly into black and white. Before elements of non-Socialist culture are taken up, they are subjected to the acid test of the walling-off process. The walling-off formula is of course applied to all traditions and only those elements passed by the censor's stamp can safely be adopted.

Nobody who has followed the history of German division will deny that there has been a process of estrangement between the two States in Germany. This is not just a surmise from the evidence available, but a fact. Trends in art and literature indicate that further estrangement is more likely than rapprochement.

But in view of the active policy of détente adopted by the Socialist-liberal Coalition in Bonn, the conservative elite ruling the German Democratic Republic obviously do not find that the gap between East and West is great enough.

Höpcke does not want to confirm or recognise the present state of estrangement but plans to deepen divisions. He attacks the toleration of "non-ideological zones" where opponents could easily intervene with their own ideology. He

attacks the convergence theory, capitalism and the free exchange of which he puts into inverted commas.

He portrays a hidden fear of a total discussion as this would lead to a surrender of Socialist confidence in the power of Communist Socialism practised in the GDR.

Even Jean-Paul Sartre's concept of the "disengagement of culture" is attacked. Höpcke has been a member of the SED since 1952 and is a member of the SED Central Committee.

Höpcke claims that the culture of working classes, all human culture, not to mention peaceful coexistence with this sub-culture.

Humanity does not need the armament of culture if it is to flow adds. What humanity does need is a basic end far-reaching walling-off culture from its opposite.

This is the way that Klaus Höpcke, *Neues Deutschland*'s producer of articles, speaks in the name of the party.

But he doesn't speak for humanity. He is theatrical and his attacks reveal his lack of understanding of the conflict of values in an industrial society.

The policy of détente supported by the Soviet Union is attacked. Höpcke demands a moment of culture which Höpcke has pressed in a speech he gave in November 1969 before the GDR therefore the text of the speech was reprinted by the literary journal *Sinn und Form* is now suspect.

Heine (DEUTSCHES ALLGEMEINES SONNTAGSBLATT, 28 March 1971)

It could not have been the ferry, as it crossed to Königswinter from the Bonn side of the Rhine because the river was in flood.

It could not have been the wine because the wine is good and the weather still too cold to open a whole cask.

Whatever the reason parliamentarians, politicians, professors and journalists from the Federal Republic and Great Britain at the traditional Königswinter conference felt a curious sensation at the end of their stomach during discussions, a strange mixture of relaxation and insecurity.

Denis Healey, Minister of Defence in Harold Wilson's government and now Labour's Shadow Foreign Minister, tried to express this feeling in words when he said that people had come out of their trenches and were now groping through uncharted territory.

He conjured up this picture for East-West relations, one of the main subjects dealt with at the conference, but there was a similar atmosphere present in the other groups attending, irrespective of whether they were discussing the chestnut of Britain and the Common Market, the position of Europe in the world or the conflict of values in an industrial society.

During the discussions, prepared thoroughly by participants from the Federal Republic and conducted with a large amount of humour by British delegates, there was talk of young men who no longer see any sense in conscription, of the vital problems facing Europe, though one could actually define what these

## European Economic Community dominates discussions at Königswinter

were, and the scepticism concerning quantitative economic growth, though no one was willing to give it up.

Britain and Europe was the central theme and the most topical. It has been on the Königswinter agenda for twenty years, the first negotiations between Britain and the Common Market began ten years ago and the current negotiations in Brussels are once again nearing a critical point - Will Britain and other applicants enter the Common Market or will talks break down once again?

If negotiations do break down it will probably be for the last time. Many British people are saying if they do not succeed in entering now, they never will.

Britain has certainly come closer to the Continent but the nearer it has come, the more faults each side has found with the other. Shirley Williams, the Labour Member of Parliament, asked whether the Common Market appeared less attractively than it once did and, if so, why.

Her Labour colleague Richard Crossman, never a supporter of entry, defined the Common Market agricultural policy as pure madness. Delegates from the Federal Republic did not contradict him.

They did however point out that public opinion polls showed that support for British entry had sunk from sixty per cent to 22 and their unease about the Rolls-Royce bankruptcy, the postal strike

and the role of the trade unions in Britain could be felt beneath the surface.

Then, despite everything, the Europeans pulled themselves together, estimated the terrible consequences of another breakdown of negotiations and then turned to practical questions - the British contribution to the Community Budget, Caribbean sugar, New Zealand butter and, as a new problem-raised by France, the future of sterling.

These problems are all closely interconnected. Britain's chances of entry seem to be decreasing every day. It seems to be a case of getting not the proverbial camel, but a lion, the British lion, through the eye of a needle.

It becomes clearer and clearer that the camels have already passed through the eye of the Common Market needle, with feet firmly on the Treaties of Rome. In their heart a new feeling of European patriotism and in their mind a new astonishment that the British do not jump at the chance of paying twice the price for butter and adopting Common Market agricultural policy which was planned on the wrong foundations, with the result that it is now costing lives on the streets of Brussels.

Clear-sighted Continentals predict revolutionary changes in Common Market agricultural policy. A group of experts of the Paris Atlantic Institute has published

a study on the future of European agriculture which recommends that some move should be made toward the British system of deficiency payments.

But the position on the Common Market front in Brussels remains static. Britain must accept the Common Market's agricultural policy. Perhaps it can be changed later when Britain is in the Community. The British are therefore left with the choice of jumping in at the deep end or staying outside.

This question of principle is overshadowed by the tactical problem of how forceful Britain should be. The British are currently pressing their application to join. State Secretary Royle of the Foreign Office wants important progress to be made in May and the parliamentarians want to report progress to their party congresses this autumn.

But old Europeans such as the Christian Democrat Kurt Biesenbach warn that anyone who pushes France is asking for trouble.

Social Democrat Hans Apel adds that it takes time "to indicate one's firm desire to one's partner".

The motives of the French remained obscure, he said. But one thing was plain - If Chancellor Willy Brandt were now to intervene forcefully, British entry should succeed.

Rold Breitenstein (Frankfurter Rundschau, 29 March 1971)



## CINEMA

# Rudolf Thome's latest film fails to live up to his standards

Rudolf Thome, 32, has made three films so far: *Detective* in 1968, *Rote Sonne* in 1969, which he is now putting out through his own distribution company, and his latest, *Supergirl*, shown recently on television and which he also intends to distribute to the cinemas.

In *Detective* two young men plan to become rich as quickly as possible by setting up as private detectives. They work together and against each other and consistently come a cropper owing to events that are faster than they are. But they turn out lucky in the end.

In *Rote Sonne* Peggy and her three girl friends bump off all the men they meet. Thomas turns up and spoils their plans. Peggy falls in love with him and their only way out is a lovers' death pact.

In *Supergirl* a mysterious woman from a far off planet comes to Earth to warn us of a pending attack from outer space. No one believes her and in the end she disappears.

What these three plots have in common is that they are stories of where something doesn't function, projects go wrong. Women, love, egoism, and prejudices come between. They are three ideal story lines for the cinema.

Rudolf Thome comes from a circle of young film enthusiasts in Munich. Needless to say he enthuses about American cinema and he has written hundreds of film critiques.

This background has contributed to his films, each aspect in its own different way. There is a lot of the atmosphere of Schwabing (Munich's Bohemian quarter), a lot of feeling for life, each film begins with the Munich fetish, a man behind the wheel of a car. There is the perfectly quoted and imitated newly established glamour of the big cinema and an assurance in the choice of means, almost

mathematically precise and with noticeable calculation in every scene.

Thome's characters seem to come straight from Schwabing bars. They are indolent, insolent, always in search of money, happiness and love and perhaps for this reason remain for the most part alone. They all muddle along and being with other people is a danger that can be deadly.

They are not immoral but amoral. Thome presents them all equally devoid of values. This is often mistaken as a friendly invitation for people to identify themselves with these characters but is rather a call to criticise them and criticise oneself in them.

The egoism, the common lack of consideration and brutality of these aggressive, gangling types are quotations of their examples in American Western and crime series and at the same time properties of highly up-to-date authenticity.

While the men are somewhat hide-bound with their jobs and with their minds fixed on some far off aim, always besitant and always ready to talk things over, the girls in Thome's films are always soft and beautiful (among the most beautiful in German films) but slick, cool and surprisingly active.

They determine the course of action in the films with the calmness and mechanical reactions of a sleepwalker, they plan, act, choose their lovers and kill. Thome said: "Women determine everything that is done."

The basic characteristic of these types, as of the films themselves, is understatement. This is another indication of Rudolf Thome's admiration for American cinema. But it is almost certainly also an expression of his sensitiveness and that of the people who work alongside him.

Max Zihlmann's dialogue for example.



Iris Berben and Margard Bohn in *Supergirl* by Rudolf Thome

He has written all Thome's scripts and they have been slightly absurd, incredible, totally insane, consciously pitiful; for instance:

"I would marry him. It's not every day you find someone who will shoot at you."

"We kill people... They deserve it, after all."

Thome calls these "gestische Dialoge." Their actual content is less important than the information they impart about the characters. This is the way they act. A hitchhiker speaks with the man who gave him a lift as if it were his chauffeur.

A girl goes shopping, spends a fortune and takes it is a matter of course that the man who has just picked her up should do the paying.

These unusual attitudes are attendant in individual actions as well. One character goes for a walk carrying a Winchester as if it were walking-stick. A girl shoots a man with the same gesture as if she were giving him a light.

Scenes such as this look more sensational in the cinema even though simply observed more exactly.

In the current Frankfurt production Anja Silje exudes extraordinary fascination and a dramatic actress. She puts across light, and full of effective colour.

The characters in his setting are on a two-dimensional look.

On the other hand, she is a strict, purposeful Medea who of this kind and the subtly cold, consuming fire and becomes a highlight every detail.

The opera's dramatic action does not come in an event in their own right, really begin until Medea appears. She suddenly highly important and in Thome's films less attention is given to the story than to the stylized and other aspects of the characters.

June Card depicts the fearful concern of the characters of the opera. Ladislav Konya shows Creon's growing anger and realistic, but at the same time a

Continued on page 7

## Robert van Ackeren's new film challenges Warhol factory

location could easily be exchanged — who are simply there for a few days waiting for something to happen, waiting for some kind of opportunity to present itself.

The film asks questions, wakes up the audience and creates involvement with its documentary value.

All "types" that Robert van Ackeren

brings in front of his brilliantly matter-of-fact colour camera "are what they are. They are not acting but showing themselves off." The colour camera enables him to produce uncommonly beautiful, carefully composed pictures.

All that is invented about his film is the thread of action running through it. The girl, Gabi Lariferi (the name means



Work on the production of van Ackeren's *Blondie's Number One* (Photo: Z)

## OPERA

## Anja Silja in Cherubini's Medea

In 1797, not long after the French Revolution, Luigi Cherubini, who had a Lully a century previously taken out of citizenship wrote his *Medea* in

This great tragic opera deals with the Medea who helped Jason win the Golden Fleece in distant Colchis, was abandoned by him along with her children and killed Creusa and her children in Corinth on the day Jason married.

F.B. Hoffmann wrote the three-act and perfectly balanced libretto based on Euripides' tragedy. Cherubini's music is full of vehement passion. The arias and choruses characterise the two opposing worlds, especially in the demanding title role. It was Maria Callas who rescued this opera from oblivion years ago.

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Continued from page 6

thrust into the irrationality of the imaginary cinema world. We are made to feel insecure by a remarkably fluctuating, ambivalent atmosphere and yet we find every scene clear and comprehensible.

In *Supergirl* this is not quite so well done unfortunately. A scene such as that with the giant film posters for *The Big Country* and *The Arrangement* emphasises the claims to the big movie. Munich, dam he met a girl who provided him with his first piece of material for a noted down in a quarto exercise

And so everything remains routine and of superficial value, everything is too flat and too diffuse, the actors are uncontrolled, the soundtrack is botched. Perhaps the television companies will have to develop improved patterns of cooperation with young film directors. It would be a pity if people involved in the production of this kind such as Rudolf

thome became run-of-the-mill.

Wolf Donner  
(DIE ZEIT, 19 March 1971)

that of a "fancy-dress" opera, probably in the fear that the music might not have been solid enough.

The two opposing worlds contrast symbolically. There is Attic Corinth with the cliffs in the foreground and the dismal final scene and the mighty buildings of the world that Creon self-confidently believes he rules.

The production is a perfect whole, especially musically. This is due above all to Anja Silja's great performance and Christoph von Dohnányi's concentrated interpretation. The final rapturous applause was meant for them more than anyone else.

G. A. Trumpff  
(WELT, 22 March 1971)



Anja Silja as Medea at the Frankfurt Opera (Photo: Günter Engler)

## John Cranko stages Merry Widow in Stuttgart

John Cranko, the most successful choreographer in Europe, has now produced the most successful, most splendid operetta from this genre's golden age — Frenz Leher's *Merry Widow*.

It is the first time that Cranko has produced an operetta but he has had experience in the musical field with his chamber music experiments and the premiere of Benjamin Britten's *Midsummer Night's Dream*.

What is even more important is that Cranko, head of the Stuttgart ballet, worked on *The Taming of the Shrew* and introduced to the genre new entertaining factors.

The production of *The Merry Widow* must therefore be understood as an attempt to dam the increasing flood of musicals and support the threadbare genre of the operetta.

But that also means that the Stuttgart production of the work could hardly be anything like Maurice Béjart's production in Brussels where a decadent salon atmosphere clashed with historical political material.

Cranko obviously wanted to identify himself with the work and its dramatic substance and free the operetta from the ballet it has accumulated through the ages.

The production and choreography of his *Merry Widow* were therefore streamlined. The work was pieced together so that the joins did not show.

Revue-type scenes followed one after another and the protagonists who could otherwise do or not do what suited their comic skill were given spectacular, choreographically trimmed passages.

At first a few parodistic elements shone through. But Cranko was obviously only flirting with parody and this element finally fitted perfectly into the operetta, freshening up the production. The result was a new, sweet kitsch as the crowning grace of a show operetta.

To describe the scenery as opulent would be to understate the issue. In the attempt to save operetta Jürgen Rose stands side by side with John Cranko. Their motto is that a theatre in the Federal Republic can not only equal the

quality of a television show but can even outdo it effortlessly in questions of style.

Yards and yards of art nouveau style backcloths pass by, to be relieved by gently intertwining Disney-style woods. Flower arrangements and pleasure gardens can be seen along with chandeliers and lines of lanterns. A staircase of neon lights appears specially for a type of *Folies Bergère* arrangement with sequined costumes and ostrich feathers.

This feast for the eyes defies description. The restraint in presenting this type of naïve art which the producers have obviously taken care to adopt contributes to this effect.

It overcomes their anxiety in face of the sort of operetta hysteria that is played and sung here at the top of the performers' voices.

Cranko's position here is that of a choreographer. A choreographer aims to entertain and provide an exuberant spectacle. In other words, Cranko is interested in operetta as it gives him a chance to recapture an audience.

Jens Wendland  
(DEUTSCHES ALLGEMEINES SONNTAGSBLATT, 21 March 1971)

## Porgy and Bess in Munich

There is really only one American opera of any importance — George Gershwin's *Porgy and Bess*. It benefits from being a popular opera that combines spiritualist elements, jazz (though not true jazz), Broadway and verismo and Puccini.

The idea that it could be a musical has so far only occurred to misled programme compilers and producers wanting to enlarge their repertoire in this field.

The opera had its premiere in Boston in 1935. There have already been productions of it in this country in English. A purely negro ensemble performed it in 1955 at Munich's Deutsches Theater for instance.

An all-white ensemble has performed it in German — this occurred recently in Gelsenkirchen — and a mixed ensemble also gave a German rendition in Berlin in 1969.

But the Deutsches Theater in Munich is now trying something new. A coloured ensemble is to sing the opera in German using the translation of Horst Seeger and Götz Friedrich.

This was the translation used in Berlin and, as far as could be heard, it was a good one, though of course it was unable to solve the problem of Negro slang by using vulgar expressions. The thick accent of most of the performers adds a certain charm.

It could be said that a singer and actor like George Goodman would find it easy to focus all the attention upon himself in the role of Porgy. But that would be to belittle his merits, especially his full, balanced voice.

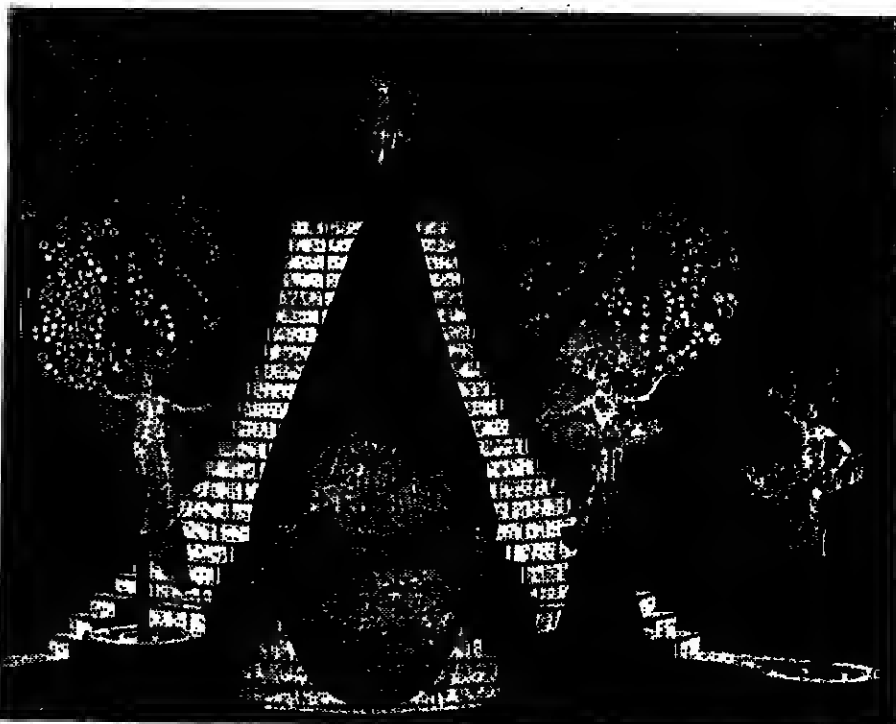
Colette Warren as Bess often equalled his performance, though sometimes she was too high or too harsh. She can hardly be identified as a coloured person and perhaps for this reason she was the only performer in the opera not to appear genuine.

Bennie Jean Gillette as Serena and Elzer Levister as Clara ("Summertine") were excellent. Joel Thomas as Crown and Eugene Edwards as Sporting Life were disappointing. Producer Irving Bernes gave faithful treatment to Fisher Joke. And Kosto Kilroy was well cast as Frazier.

The orchestra was too weak and too unbalanced, however good the individual musicians were. It and conductor Hermann Emmerling did not contribute much to the success of the production.

Important elements were simply drowned by the music and "I love you, Porgy," was turned into a plain fox-trot. Applause was modest.

Karl Robert Brachtel  
(Münchner Merkur, 18 March 1971)



A scene from John Cranko's *Merry Widow* in Stuttgart (Photo: Werner Schlotke)



## ■ EDUCATION

## Foreign worker's children must be provided with schooling

Marlo stands behind the bar of the *Dorfschmiede*, an Italian restaurant in Frankfurt, and washes dirty glasses. Marlo, the son of Italians working in this country, is twelve years old, but he does not attend school.

Three times a week children of foreign workers go to the Krefeld "Lernstube" where they spend two hours working and playing. The Lernstube is the brainchild of two housewives, a community welfare assistant and a social worker.

Father Don Piero Guerre and two or three helpers teach almost one hundred foreign children in their own language in an old villa at number 5 Dillgasse in Frankfurt.

The children range from six months to fourteen years of age. There are no places for them in day nurseries or local schools.

Thirteen-year-old Marie did not turn up at her school in Hamburg for four days and her teacher became worried. She visited Maria's mother, a Greek, and found that the girl had been playing truant. Because of her poor German the girl had been included in the second grade of an elementary school.

More than two million foreign workers are now living in the Federal Republic. Many are fetching their families to join them. Already 500,000 foreign children are here.

These children form a reservoir for the casual labour force of the future. Though they, like local children, are required to attend school, the education authorities estimate that only half do. The others remain illiterate. And those who do go to school find it difficult to follow lessons taught in German.

Industry in this country needs foreign workers. At present there are more than 800,000 vacancies. In large firms like AEG Telefunken foreigners already make up twenty per cent of the labour force.

Foreign workers mainly do those jobs which the local population is loath to do. Ninety-four per cent of dustmen in Munich are foreign workers.

More and more Turks, Greeks, Italians and Spaniards are being fetched to the Federal Republic without any thought being paid to factors other than their place of work. Their housing situation is disastrous and it is almost impossible for them to gain further training in their job.

Courts are still arguing about whether foreign workers are "sections of the population". To put it into everyday terms, they are arguing about whether bar-owners in Augsburg have the right to hang signs banning foreigners on their

doors or not. But it is the children who suffer most.

About a quarter of a million of them are growing up illiterate. The older children take care of their younger brothers and sisters as both parents work.

There are not enough day nurseries and few firms have set up their own kindergartens. When the *Missioni Cattoliche Italiane in Germania e Scandinavia* met in Stuttgart a list of its amenities for foreign workers in this country was read out. In 1969 there were 35 cinemas and 23 bars at the 52 mission centres but only four children's nurseries.

Some children are sent to work at the age of ten. This is against the law but Ernst Klee of the Caritas organisation states, "I know of at least twenty cases of child labour in and around Frankfurt." The children work at low rates of pay in bars or help out as cleaners or loaders.

Many foreign parents adopt a passive attitude or have given up traipsing from one authority to another to see whether there is a place for their children at local schools.

The law prescribes that where there are at least fifteen children of one nationality introductory German classes and special lessons must be arranged. But there is nobody to seize the initiative and there is a shortage of suitable teachers who can speak these languages as well as a shortage of space at the schools.

The result is that Spanish, Greek, Turkish and Italian children in the Federal Republic do not learn to read German or write their own language.

Councillor Else Görgl of Kessel wrote in her memorandum *School for the Children of Foreign Workers*: The schools for the 400,000 foreign children in the Federal Republic that we must open are not charity but our duty. If this is not done a complaint can be made to the European Court of Justice as every child has the right of education.

Foreign children who do visit local schools also have grounds for demanding the fulfilment of their right to education. At the annual congress of the Caritas Association in 1970 welfare workers reported that only twenty to thirty per cent of foreign children in the Federal Republic reach the standard aimed for by a normal school education.

Gisela, Michael, Angelo and Izzet may all sit together in the same class and listen to the same lessons. But while Gisela understands German, Angelo does not and falls behind.



Foreign workers' children find it difficult to follow lessons in the German language. Schools are being opened to them. Schools are being opened to them. Schools are being opened to them.

But that is only one of the problems facing foreign children in German schools. Members of the Frankfurt Seminar for the Sociology of Education conducted a survey which found that the malaise of certain parts of the education system in this country particularly affected foreign children.

Classes were too large, they were forced to do homework, there was a shortage of teachers for them, the teaching had little relevance to the practical working world and there was too little specific teaching and working material.

Professor Eberhard Gross came to a similar conclusion in his study entitled "The children of foreign workers at German schools." These foreign children were, he found, underprivileged in the educational field too.

There are great discrepancies between estimated talent and the actual school performance. On average the children of foreign workers are more than a year behind local children.

Only 15.7 per cent of the children interviewed had been offered help in learning to speak German. Professor Gross states, "Learning depends on the chance personal commitment of the individual teacher."

Above all, Professor Gross criticised the antiquated attitudes of schools, more in keeping with the era of the bourgeoisie national state, and the hierarchical structure of elementary, secondary and high school.

An educational system of this type is considered to be permanent and static and generations are simply fitted into this scheme as they grow up.

Increasing industrialisation and the falling of barriers between the European peoples demand an urgent transition to a less rigid, educational system in this country.

Professor Gross of Gießen says, "The main sufferers of this ideological rigidity are the foreign children who need our educational help in their double capacity as children and as our guests."

Many authorities wash their hands of the whole issue. Dr. Becher of the Episcopal Bureau in Bonn stated, "The educational question is one of the problems that cannot be solved. Things are made even more difficult by the fact that each Federal state has independence in educational matters."

But the Evangelical Academy in Arnoldsheim has a special working group to investigate educational questions affecting the children of foreign workers. This group opposes the idea of setting up schools or classes for just one national group with the result that Spanish children are taught in Spanish and Yugoslavs in Serbo-Croat. This would only

## PARAPSYCHOLOGY

## Freiburg professor researches supernatural happenings

Surveys have shown that one person in two in this country believes in second sight but only one in five will accept reports of ghosts, hauntings or other supernatural happenings.

Credible reports of odd events are cropping up. In recent years some events even hit the headlines in newspapers here.

1965 pots and pans fell from shelves in a Bremen warehouse. No plausible cause could be found for the 5,000 damage that was done during the course of a number of days.

Unnatural events were also reported in Rosenheim, Bavaria, in 1967. In a lawyer's office there light bulbs and neon tubes kept unscrewing themselves, the telephone bill rocketed, though the telephone was used no more than usual, and a filing cabinet weighing three and a half hundredweight twice moved a foot from its normal position without any outside influence being noticed.

Scientists do not know quite how to make these stories. Is someone just playing the fool in some subtle way or can these phenomena be explained easily by the postal authorities claimed that the increase in the telephone bill was due to an electrical phenomenon or vandalism and demanded their money from the lawyer.

That is reminiscent of a verdict recorded at a court in Paris in 1575. A tenant who wanted to move out of the set up in large industrial areas where a particularly large number of workers were disturbed him was told that this was no more than an old wives' tale.

On the other hand almost four hundred years later in 1952 in an undoubtedly enlightened age a British court upheld a tenant's complaint in a similar case as "hauntings were intolerable".

Scientists of the Max Planck Institute for Plasma Physics can hardly be suspected of believing in old wives' tales but they said that the phenomena at Rosenheim had been recorded by traditional methods but could not be explained by theoretical physics.

Professor Hans Bender of Freiburg is therefore right when he says that mysteries of this kind must be scientifically investigated and all bias for and against overcome. That can only be done if scientists from several fields cooperate.

Professor Bender is an expert on these matters as he is the head of Freiburg University's Department of the Border Areas of Psychology and Psychobiology. He recently reported to the Research Community in Bad Godesberg, Bonn, on the present stage of this research as it is this body that has financed his investigations for many years.

Elsewhere in Europe similar departments to Professor Bender's exist only in Utrecht and Leningrad where it is known as the department of bio-information.

Of course there is close cooperation with American researchers who are

engaged in a sort of race with their Russian colleagues to find traces of hauntings or, as the scientific term puts it, psychokinetics.

At the lecture evening in Bad Godesberg Professor Bender showed films from both countries. A Leningrad woman acted as a physical medium by moving the needle of a compass and other items on a table without touching them.

The second film was shot by a team from the West Berlin broadcasting service in Denver, Colorado. There a male American medium had taken "thought photographs" with a polaroid camera. The film was carefully controlled and developed inside the camera itself. On the photographs taken by the camera could be seen the image of a squatting man that the medium had "thought" into the camera.

Parapsychologists in Freiburg have dealt with numerous supernatural cases — about 25 — in recent years. The most spectacular was the Rosenheim case. It was found that these phenomena only occurred when a young girl employee was in the office. She was not a trained medium consciously concentrating on the destruction of the lamps but subconsciously exerted a quasi-mechanical influence on the objects.

Professor Bender reported that psychokinetic events like this occurred where there was a field of social tension. The young girl at Rosenheim had a strict father and the apprentice who was found

## DER TAGESSPIEGEL

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## Parents' manias endanger children

More than half the children born of marriages where one of the partners suffers from a mental disturbance are themselves disturbed. This percentage is higher if it is the mother who has the mania.

As Professor Scholte, the head of the University Psychiatric Clinic in Tübingen, stated, the initial symptoms of a mental disturbance are not recognised as such within the family.

The husband or wife of the affected partner normally dismisses eccentric behaviour as a harmless fad or as a result of mental exhaustion.

Speaking to the Medical and Psychiatric Associations in Berlin, the psychiatrist said that it was fashionable today to claim that the environment was responsible for this type of stress.

(Frankfurter Rundschau, 19 March 1971)

## Sobering-up centres proposed

Drunks taken into custody by the police must be taken to a central sobering-up station where they can be under continuous medical supervision, the committee of assistant medical staff of Munich's municipal hospitals demands.

Three people have died in Munich alone in the course of the past two years because there were no doctors to recognise that they suffered from a serious disease as well as drunkenness.

Although new improved regulations about the medical care of unconscious or semi-conscious people taken into custody came into force in Munich on 1 January 1971, the doctors still demand a sobering-up station.

The decision on whether a doctor is sent for or not when a drunk is arrested is still made by police officials who have had little medical training.

(Frankfurter Rundschau, 12 March 1971)

## Magnetic fields cure pain

Two simple magnets have helped a 62-year-old woman patient to overcome within a short period of time pains that have racked her for years, Dr Dankmar Hachenburg of Bremen reports.

When the woman fractured a bone in her hand the plaster was put on crooked. This resulted in years of pain in the nerves of the hand.

The pain varied in intensity but never completely disappeared. Neither injections nor an operation and radiation treatment overcame the pain in the long run.

But this was accomplished by a method that is not to be found in any medical text-book. Magnets were placed on either side of the hand so that the magnetic field could penetrate it.

Dr Hachenburg states, "After a few weeks of treatment during which magnets were used for ten to twelve minutes every day the patient felt practically no pain at all."

Is this a new method of treatment? Medicine in this country has done little along these lines, at least the larger research centres have not experimented with magnetic fields to cure pain. It is only a few individuals who are seeking a new method here.

Experiments of this type are only incidental to Dr Hachenburg's practice. But he is convinced that magnets can be used as an effective course of treatment.

"I have carried out a series of experiments along these lines", the doctor reports. "The magnetic treatment of hands and feet works the best as the magnetic field can easily penetrate tissue at these points."

During his investigations he has found

since which had been subjected to the influence of a magnetic field lived a considerably longer time than untreated mice.

Investigations into the effects of Earth magnetism began as early as 35 years ago in Germany. The husband and wife research team Dr Bernhard and Traute Düll compared the 27-day Earth magnetism periods with mortality statistics. It was found that there was a close connection between the waxing and waning of these periods and the frequency of deaths.

Neither Dr Hachenburg of Bremen nor his American colleagues can say for sure what effects magnetism has on humans. Dr Hachenburg states, "To put it simply, a body cell is a miniature electric battery. And magnetism too has a physical link with electrical phenomena. Magnetic energy causes cell changes that still require detailed research."

In Germany the term "magnetism" bears an historical burden. Two hundred years ago Franz Anton Mesmer cured people by using animal magnetism, as he called it.

He filled tubs with water, stuck metal rods into them and got patients to touch them so that they could be cured. The fact that cures were sometimes effected has more to do with suggestion and auto-suggestion than with magnetism. It is little wonder that Mesmer's magnetism has been dismissed as charlatanism.

But as researchers in America, Britain, France and Scandinavia are now dealing with the biological and medical effects of magnetism, this type of research must be given a chance in the Federal Republic too.

Frank Gunther

(WELT am SONNTAG, 14 March 1971)

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## Youth magazine

There are over 800 various publications for young people in this country. However newspaper kiosks only have three of these, the three with the best circulations and the most public appeal.

Among the 800 magazines the 120 supra-regional publications for people that have a total circulation of about twelve million copies.

The majority of all youth magazines written by school boys and girls are for school boys and school girls. A few exceptions the vast majority of youth magazines have financial difficulties and only survive with subsidies from official sources. Furthermore people take advertising space to help paper along.

(Frankfurter Rundschau, 27 February 1971)

## Six million mentally sick

About ten to twelve per cent of the population of the Federal Republic, or six to seven million people, are mentally sick and need psychiatric care, the Bodelschwingsche Anstalten of Bethel near Bielefeld state.

The number of people suffering from this is estimated to be about 300,000.

(Hamburger Abendblatt, 15 March 1971)



## ■ LABOUR RELATIONS

## Reservoirs of workers for hire at all levels

Hamburger Abendblatt

Professional practice is no longer exclusively a case of long-term working contracts. A working person can, if he or she likes, offer his or her services to a job leasing firm.

In the United States this practice of professional hiring out of staff has been common for some time. It corresponds to what is expected and needed in a world where the pace is getting faster all the time and there is a quick turnover in everything including jobs.

A freelance worker becomes a contracted member of a company which contracts out its staff. The worker receives his salary and social security from the base firm.

He works only for their clients. For the most part the jobs he takes are on a short-term contract of a few weeks or perhaps a few months and then he or she moves on to a new place of work.

The fact that workers can be hired for a specified time was recognised during the legal battle concerning temp agencies for typists.

Surveys carried out by one of these firms dealing in temporary labour showed, however, that scarcely any of those asked really understood what was meant by the expression part-time work.

It was called variously "working by the hour", or "irregular working hours", or "the sliding working day". Eight per cent of those asked said they had no idea what the expression temp meant and had never heard of it.

It was rather like a meeting of the general staff. Stop watches and peacemakers were at the ready. There were almost fifty untrained but all the more keen "postmen".

These preparations led up to the test carried out in Karlsruhe and the neighbouring dormitory suburb of Reichenbach to prove that it is possible to deliver circulars more cheaply than the Bundespost.

As this had been supposed and mooted several times but had never been worked out in public to the nearest Pfennig the bold public service company Donnelley und Gerardi in Karlsruhe/Pforzheim could count on keen interest from the word go.

Already applause is being heard for the pioneers who chanced their arm with a revolution against the postal services.

No one doubts that this first effort attempt to send mail privately as cheaply as possible will be taken seriously, and will be taken seriously above all by the Bundespost.

When they introduce their new higher postal charges will the cost of sending out circulars double so that the old twenty gram unit no longer costs seven but 15 Pfennigs?

Can the administrative committee of the Bundespost win the day with its suggestion that the increased should only be twelve Pfennigs?

This is an open question. Alfred Gerardi, 39, a "postmaster" off his own bat has to data only eyes for his own test.

He said: "Basically we have nothing at all against the Bundespost. Now as ever it is up to them whether firms in this country who have heard about our test react accordingly..."

Many of these agencies have long since branched out further than mere office workers. The larger ones have already turned their hand to hiring out all imaginable job classifications.

As far as men are concerned the main jobs handled are skilled labour, whereas for women it is still predominantly office workers that are required.

There is, however, supply and demand in many other kinds of job classifications. One of the temp agencies Industrie-Büro-Personal-Leasing (ibp) pointed out that one firm in the south of this country with a staff of 16,000 employing 800 so-called loan workers had taken 25 engineers on lease.

According to reports electrical engineers with good qualifications are very much in demand. According to experts on temporary labour conditions "hired out" engineers are a thing of the future.

Whereas temporary office working girls stay on average for just three weeks as a substitute while a regular short-hand typist is on holiday, the average time span for which a company borrows engineers is between three and six months.

There are cases, according to one firm, in which workers that they have hired out have spent nine months on the preparation and development of a project and then six months heading an engineering project abroad, followed by a further six months training the staff for this current project.

The oldest temporary agency in the Federal Republic "adia interim" is offering a completely new kind of service. It has opened up within the framework of its medical service a scheme for hiring out nurses, technical assistants for the medical profession, female assistants for

doctors, doctors' secretaries and receptionists and kindergarten teachers, and the like.

Clinics and doctors in practice are still not sufficiently aware of the opportunities that are offered under this scheme for people to take over for a short period while their regular staff are on holiday or off sick.

In addition to this the same agency offers members of technical professions assistants and deputies, even for those who are in very high positions.

In future all agencies hiring out temporary workers are expecting an increase in demand quite independent of the state of the labour market.

The on average five to ten per cent higher wages for temporary workers are not likely to check this trend. The fact that they are hired and fired at short notice is rewarded accordingly, say the temp agencies.

"Manpower", the world's largest agency contracting out temporary workers has even spoken of an increase in turnover of ninety per cent.

This was mostly in the spheres of commercial and office staff. But even members of the so-called middle management are being hired out more and more frequently.

Freelance workers who chose to do temporary work of this kind on a contracted out basis have an advantage. Their wide variety of work means that they gather added experience. The higher the positions they fill the better their advantage comparatively speaking.

How do the temp agencies prevent their clients from luring away their own staff? The answer is that they demand a high rate of compensation for workers who are lured away from them. In the larger agencies this sum can be as high as 5,000 Marks. After a period of three months it is then possible for the temp to join the firm he has been working for on a permanent basis. The advantages for workers in this scheme is that they can change their job as often as they like and gain more and more experience.

(Hamburger Abendblatt, 13 March 1971)

## Private operators try to undercut Bundespost

Alfred Gerardi is listed in the telephone directory as a publisher. He publishes confidential information for the mail order trade, and for five years he has been advertising with the large mail-order firms and with considerable success.

The last thing he aims to become is an amateurish postal pirate. The test carried out in Karlsruhe and Reichenbach was prepared as carefully as possible according to examples set by the Americans. For one thing he did not want to suffer a disaster and for another he did not want to break the law.

Post legislation dating from 28 July 1969 states that it is the exclusive right of the Deutsche Bundespost to organise and carry out any services that are aimed at transporting missives containing business information or other matter from person to person.

With this so-called transportation monopoly it seems as if the law-makers had given the post office this monopoly for all time.

Today, however, now that Gerardi's public service company has got to work in earnest and set up a serious competitor to the postal loop hole has been found in this legislation in the wording of "from person to person".

Since it is still the sole right of the Bundespost to carry printed matter "from person to person" Gerardi made sure that the 48,000 catalogues of the 32 mail-order firms taking part in the test

were sent without personal addresses but delivered with the aid of address lists. The 32 mail-order houses sent their own list of addresses to the public service company for delivery to the Karlsruhe and Reichenbach areas.

This material was prepared and coded for 40 delivery districts by computer so that each of the private "postmen" could see at a glance from his list which catalogues from which mail-order house was to be delivered to which address.

"We were surprised ourselves how simple it was," Gerardi said. For a start by dispensing with the process of addressing the parcels about 1.5 Pfennigs per mailing was saved.

Every Pfennig and fraction of a Pfennig plus or minus must be taken into consideration if the post office is to be undercut.

Competition, it is believed in Karlsruhe, could prove worthwhile with a private postage rate at the most of ten Pfennigs. If the official increase remains at 15 Pfennigs per twenty grams of printed matter a charge of ten Pfennigs by the private companies would mean a decisive under-cutting.

But we must still wait and see how it turns out. The latest we have heard is that as a result of this test it should be possible without further ado to introduce this private postal service by 1 September this year in the thirty largest cities in this country.

For the Bundespost, however, which is already in financial difficulties this would mean a loss of revenue of between twenty and thirty million Marks.

Senta Ulitz-Weber  
(CHRIST UND WELT, 19 March 1971)

## Minister tackles problem of flexible retirement

Flexible old age, that is the topic in firms in this country. People working at the Ministry of Labour have come to this over the past weeks and months.

Their experience has been by surveys carried out by the Ministry of Labour in the Federal Republic. In the next few years in the Federal Republic.

This expression means the opportunity of going into retirement earlier age than normal and a pension from social security.

Particularly older working people are interested in securing retirement age rather than longer shorter working hours.

But even the younger workers who were asked about retirement the survey seemed keen to take an extra week or two as Mejerica or the Adriatic coast for a longer weekend.

Nevertheless the same survey wanted consumers in the Federal Republic by the year 1980. As life expectancy goes up and the age at which people retire and receive pensions comes later years is loneliness.

But old people, it seems, are aware of how they are being treated by the state and how they are being treated by the state.

Those who were born during the Weimar and the depression years grew up during the depression years.

In the early days of the Third Reich they were in their formative years. They were in their formative years. They were in their formative years.

Now this generation is rightly being taken very seriously at the Ministry of Labour especially as it was conducted and produced a number of interesting answers.

For example, a number of people at work would like to get their pension earlier, but only a very few prepared to accept a lower pension.

Many, on retirement, would like to earn on the side. Remarkably few were prepared to pay a contribution to old-age insurance in order to obtain their pension earlier.

Without reductions on the pension amount that they receive at the age of retirement. His computer however, now based with the figures and economic data as records of old age assurance for collar and blue-collar workers.

It will then calculate the likelihood of flexible age limits. Walter Arendt would like to get a statute books in this legislative period.

Optimistic forecasts of development private capital wealth and old assurance despite the declining birth rate of great service to him.

The new set of figures will make it possible to offer people in the country earlier retirement without having to lose any of their pension take on an extra burden of premiums.

Cyrl von Radtke  
(Kieker Nachrichten, 18 March 1971)

## GOOD FOOD

## New ideas for snack bars shown at Internorga 71

Hamburg with a wide range of products as a shop window for cuisine techniques, hotel comfort and for people who like good food.

The number of items on show and the space covered by the many stands in the twelve exhibition halls in Hamburg is an all-time record for Internorga which is being held this year for the 50th time.

Federal Republic gourmets are to be prepared for the forthcoming snack mania with the Internorga snack prepared on an electric grill and micro-wave cooker, consisting of a large selection of speedily prepared dishes with an eye to calories.

When the snack bars come they are likely to swell the number of quick meal establishments in this country from the present 50,000 to perhaps three times as many.

This will mean that the working man in this country will no longer have to content himself and his stomach with a warm Wurst (Sausage) at a cheerless street kiosk.

Consultations have been held on how the new snack bars should be furnished, how high investments in them should be and what their potential turnover is. Even the more conservative eater is expected to be won over by this new type of restaurant. According to experts in this branch of the catering industry the five-day week, new styles of eating and large-scale tourism mean that the snack bar can probably be combined with an eating and drinking place of a more traditional kind.

Of course the Hamburg fair also caters for those who seek greater luxury in their eating and drinking. For example they can delight their palates by sampling an exhibition of cultivated cuisine that has produced a gigantic buffet with 120 cold platters, prepared by 40 chefs from several countries.

This year meat exporters from New Zealand have been blowing their trumpet and advertising their lamb with extra vehemence. Well-known cooks have been commissioned to show how tastily New Zealand lamb can be prepared, how little fat it contains and its high protein content, which makes it ideal for latest ideas in good nourishment.

As far as drinks are concerned visitors can sample new ideas at an Alko-Tropic bar where they can, for example, try a kangaroo drink or give their approval to a new party wine-barrel.

In the face of bitter competition and chronic shortage of staff hotels and restaurants will be interested in programmes that offer rationalisation without sacrificing comfort for guests and these are legion.

The furnishings industry has exhibited possible appointments for hotel rooms which make cleaning painless for the chambermaid. In addition to this there is washable wallpaper, throw-away linen as well as shoe-cleaning machines with an automatic polish feed to take the burden off staff without making the guest go without any of the cleanliness and comfort he expects.

Exhibitors at Internorga 71 have put on show, quite apart from the food and furnishings aspects, ways and means of keeping guests amused. These range from fully automatic skittle alleys to apparatus for getting rid of unwanted inches.

Another aspect of entertainment is a music corner in which tired businessmen can go in the evening and listen to electronic organ music.

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## More advertising geared to the older purchaser

Our grandparents will be the most wanted consumers in the Federal Republic by the year 1980. As life expectancy goes up and the age at which people retire and receive pensions comes later years is loneliness.

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(Kieker Nachrichten, 18 March 1971)

## Cologne emphasises clothes for the younger generation

the six year-olds' fashion sense is directed at getting them away from everything that is reminiscent of the playpen - hot pants, short trousers, are just such a relic of their toddling days.

It is the children in the pre-school age group that are the real victims of their parents' fashion whims. They can be made to wear anything as long as it is comfortable and does not irritate.

No wonder, therefore, that little grown-ups wear, walking around proudly in Cologne and pleasing their mothers no end.

Rob in red, yellowhammar yellow and kingfisher blue are the fashion colours for the 1971-1972 winter season. The highly fashionable PVC garments and other leather imitations are being supplanted or replaced with imitations of buckskin.

The range of easy-care materials will be supplemented with oarow-cord jeans, jersey, coarse wool, felt and flannel. Schoolgirl dresses of flannel with a white collar and mother-of-pearl buttons have almost been forgotten but are returning



A view of the stands at Hamburg's Internorga 71

(Photo: Contil-Press)

## Health Minister concerned about cosmetics

Expenditure on items for personal hygiene and cosmetics in the Federal Republic last year amounted to about sixty-five Marks per capita on average, whereas in 1960 we were spending only 19 Marks 50 Pfennigs on our personal appearance.

In 1970 cosmetics to the value of 2.5 thousand million Marks (factory prices) were manufactured. These figures were published at the cosmetics industry conference in Karlsruhe which was opened by the Bonn Health Minister Käte Strobel.

This congress for the cosmetics trade is being held in conjunction with the fair Kosmeta 71 at which seventy firms manufacturing cosmetics and toiletries are putting their products on show.

In a "cosmetic studio for all" hints and wrinkles will be given on how to take care of the skin, facial exercises, make-up and manicure.

In her opening speech Käte Strobel welcomed the setting up of the conference, as it provided a scientific nerve centre for cosmetics along the same lines as the therapists' conference which takes place every year, likewise in Karlsruhe.

She announced that along with the overall reform in legislation with regard to foodstuffs improvements in definition of cosmetic items would be made.

One particular problem according to Minister Strobel was the application of substances that require prescriptions in the manufacture of cosmetic products.

She pointed out that we still have the curious situation where a pharmacological substance may only be obtained by prescription if it is to be used as medicine, but if it is to be applied for cosmetic purposes it is freely available without medical control.

The bill that has now been presented to the cabinet for consideration makes provision for tighter controls on "prescription only" substances required for the manufacture of cosmetics with exceptions being made in special cases.

This bill would mean that pharmacological substances could only be used in the preparation of cosmetics after strict medical controls had proved that they would not be dangerous to those using them.

In addition to this it will be illegal when the bill becomes law for manufacturers to claim properties for their products falsely.

(DIE WELT, 20 March 1971)

content, which makes it ideal for latest ideas in good nourishment.

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In the face of bitter competition and chronic shortage of staff hotels and restaurants will be interested in programmes that offer rationalisation without sacrificing comfort for guests and these are legion.

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## ■ MOTORING

## North Rhine-Westphalia sets a road safety example

In 1964 there were 11,785 road deaths over the country as a whole. Four years later there were 12,311, an increase of 4.5 per cent.

In North Rhine-Westphalia the number of road deaths for the years in question were 4,709 and 4,324. In the country's most populous Federal state the road toll was reduced by 8.2 per cent over a period of five years.

The trend for traffic accidents in which road-users sustained non-fatal injuries was comparable. The nation-wide increase over the period in question was 5.5 per cent; in North Rhine-Westphalia the number fell by 1.6 per cent.

Over the five years between 1964 and 1968 there were 597 fewer deaths, 4,792 fewer people seriously injured and 5,904 minor injuries less than might have been expected on the basis of the road toll over the rest of the country.

This surprising development is due to no small extent to a road safety programme conducted in the state for the past seven years.

Accident figures in the early sixties decided Gerhard Kleinbaum, the then Minister of Economic Affairs and Transport, to develop a comprehensive traffic programme for road-users in the Rhine and the Ruhr.

The master plan consists of seven sections: road-users, modes of transport, roads, road administration, traffic legislation, traffic surveillance and accident aid.

At the same time surveys of the efficacy of various road safety measures were commissioned. Cologne psychologist Professor Udo Undeutsch and the Frankfurt consultants Marplan reported that the more the individual is able to identify with the conflict situation outlined, the more road safety advice is likely to have some effect on his behaviour or misbehaviour.

Road-users must be confronted with situations that they themselves have experienced — situations that just manage to come to a happy end, of course.

As soon as confrontation with an accident ends a process of alienation sets in and the recipient's readiness to reflect is no longer called on.

The slogan chosen for a road safety campaign designed to last several years was "It could happen to you!" At the same time the friendly gesture campaign was launched and a sticker with a hand in a heart was designed to encourage road-

users in North Rhine-Westphalia to be careful and considerate.

As the Ministry had met with little success in previous campaigns using "home-made" road-safety brochures the campaign was entrusted to two advertising agencies, Westag of Cologne and F.W. Grosser of Düsseldorf.

The admen have worked out annual campaigns ever since. Between 1964 and 1967 the emphasis was mainly on understanding the mistakes made by others. Attentive and defensive behaviour was encouraged.

Since 1968 the emphasis has been shifted to road-users' mistakes. People are encouraged to put themselves in others' shoes and predict the mistakes they were likely to make.

In addition there was a campaign with the slogan "Dare and Win? Be on the Safe Side in Traffic" which was, incidentally, nationwide.

In view of generous allocations the two agencies were able to use a wide range of media, ranging from the Press, hoardings and cinemas, informative handouts, stickers, advertising on consumer goods such as carrier bags and matchboxes, gramophone records of road safety fairy tales, essay competitions for schools, travelling exhibitions and round-table discussions to a variety of brochures.

A punch-packing street theatre performing a twelve-minute play on the back of a Bundeswehr lorry here, there and everywhere rounds off the picture.

In the public relations field press conferences have been held, editorials and reports for the Press, radio and television written and large-scale events staged for the general public during one of which, under the heading "Road Safety Test", cars were dropped from a great height.

The latest campaign, entitled Helping Hand, is intended to forestall any further increase in the number of accidents sustained by children, traffic accidents involving children having risen by a third in recent years.

Over the period in question 133 per cent more children were injured while riding bicycles and surveys revealed that children between the ages of four and nine and young people over sixteen are most accident-prone.

Statistics are not the only reason why the emphasis has been concentrated on one sector or the other. The budgetary situation is now an important contributory factor, forcing the admen to



Transport and Posts Minister Georg Leber opened the Videophone line between Darmstadt and Munich.

scale down their efforts and limit them to short periods.

The budget estimates for road safety campaigning have declined steadily ever since the master plan was inaugurated. In 1964 four million Marks were allocated and a further six million the following year. In 1966 the first cut of half a million Marks was made and in 1967, a recession year, the available funds shrank to three million Marks, since when they have remained steady at a mere 2,600,000 Marks.

Roughly one million Marks a year are spent on public relations work. The Ministry invests the remainder into other measures such as the building of road safety playgrounds for children, the development of a mobile cinema and trial of new lighting at zebra crossings in Cologne or new parking-lot indicator systems in Aachen.

North Rhine-Westphalia continues to set great store by traditional road safety education. Last year more than 8,000 teachers of all grades were trained as road safety instructors.

The work begun on children and young people is to continue on adults. The state shares half the costs of building learner-driver practice tracks, of which there are now six.

Ministry officials in Düsseldorf are rightly proud of the success of their road safety programme and are planning a new one. "In recent years North Rhine-Westphalia has, when all is said and done, spent more on road safety than the other states combined."

Hermann Baumann  
(DIE ZEIT, 26 March 1971)



Posters in Düsseldorf's road safety campaign

(Photo: Der Minister für Wirtschaft, Mittelstand und Verkehr des Landes Nordrhein-Westfalen)

## Developments in Videophones

The world's first permanent videophone link, between Berlin and Leipzig, was inaugurated on 14.1936. Thirty-five years later the showing of an up-to-date experimental videophone unit has failed to create comparable stir yet it holds forth prospect of a worldwide means of communication to be found in all fiction films by the eighties.

Georg Leber, Federal Minister of Transport, Posts and Telecommunications, recently officially put a videophone through its paces by dialling Oliver Sanden, a director of Siemens.

The unit enables ten subscribers in Munich to link up by sound and with five subscribers in Darmstadt, miles away, by dialling direct.

An interesting technical feature: latest videophone prototype is standard twin telephone cables, useful locally, though additional cables have to be employed at intervals between a mile and a mile and a half.

Special cables had to be laid between Berlin and Leipzig in 1936. Like a one-megahertz channel, 225 lines and eleven by ten centimetre screen in Siemens sets show such good picture that even simple drawings can be sent out.

At present typewritten material is the borderline and cannot yet be deciphered on the videophone screen but early discussion of international videophone standards provides for better specifications guaranteeing improved transmission.

Videophone development work is progress all over the world. The device was seen by visitors to the radio show in 1935 but the quality of the Berlin-Leipzig link also mentioned was nowhere near as good as the latest developments even though lines were used.

In those days electronic cameras unheard-of and the spiral-holed developed by Paul Nipkow was replaced with mechanical transmission reception.

Videophones may be considered necessary playthings and a luxury for managing directors and large firms: this was the general feeling about printers when they were first introduced alongside the telegram.

Yet even before the Second World War Germany had the world's largest printer network and this is still true of the Federal Republic today. The printer has become indispensable.

R. Conrad-Born

(DER TAGESSPIEGEL, 28 March 1971)



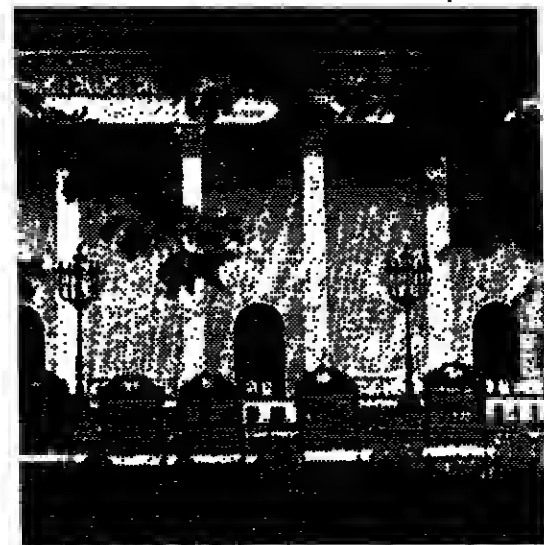
## Between Munich and Kiel — explore 2000 miles of Germany

German cities present many faces to the visitors. Full of tradition and yet modern. They are pulsating with life and are cosmopolitan meeting places, offering you the treasures of the past and the pleasures of the present.



A shopping spree in famous sights. Perhaps in elegant shops that sell fine jewellery, rare engravings and trendy fashions. Or in the little bakery. After all, there are more than 200 kinds of bread in Germany.

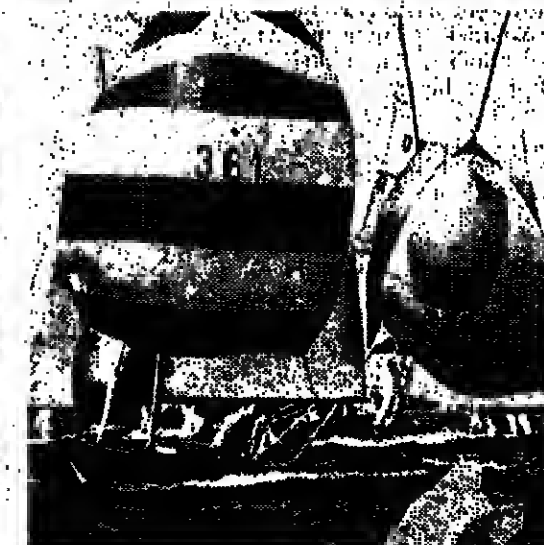
Sparkling springs everywhere, more than 200 spas. Springs for heart and kidney complaints, for every liver and stomach, for all types of treatment. And if nothing else you, golf and fresh air will make you feel better still.



Albrecht Dürer was born 500 years ago. He painted in the ancient town of Nürnberg, where his house still stands. You will see many towns in Germany which still look as they did in Dürer's time.

See in 1971 what the rest of the world will discover in 1972-Germany, scene of the Olympic Games. Follow the whole, or part, of the 2000 mile "Olympic Tour" we have designed for you.

Here there's nothing virtuous in staying thirsty. Wine has been grown for nearly 2000 years. Every town has brewed its own beer since the Middle Ages whilst German sparkling wine came in about 1800. You'll never be dry in Germany.



You can sail on all stretches of the German seas (in Olympic style, too). And the next swimming pool is just around the corner. What if you don't like water sports? Take to the air! Gliders, anyone?

Between Munich and Kiel — explore 2000 miles of Germany

I am interested in a pre-Olympic visit to Germany. Please send me full information.

Name

Address

Please write in block letters and do not omit the postal code.

Send coupon to: Deutsche Zentrale für Fremdenverkehr, 6 Frankfurt (Main), Riedstrasse 69



## ■ TOURISM

## Mainz - a city with a vast past and a promising future

CHRIST UND WELT  
Dietrich Ziegler

Not far from the Gutenberg Monument in Mainz's metal sign in the pavement marks the 50th degree of latitude. The line passes by the Dom with its six towers standing on St. Martin's square, which is the scene on market day of a lively, colourful scene of activity, right in the shadow of the mighty edifices. For centuries it has been the custom for farm women to bring their fruit and vegetables, their eggs and meat to "Goldan Mainz" for market day. Business has flourished here and many a bargain has been struck.

History has not only left its marks on the churches of the city but also on the city itself. Artists have left their handiwork on nooks and crannies of houses in the old part of the city. And not all traces of the massive bombing raids of 1945 that destroyed eighty per cent of the city have yet been effaced.

In the Middle Ages Mainz was reckoned to be the premier city of the German states. Emperors were crowned there. Famous people of the time filled their letters with praise and wonder at the city.

Dazzled by the beauty of the surroundings Heinrich von Kleist wrote in 1801: "It was the most wonderful moment in my life. A pleasure garden of nature blossomed before me, a concave vault created by the hand of God. Through the centre flowed the Rhine, making two paradises from one. At the bottom stood Mainz, like the stage in the centre of an amphitheatre."

When a traveller passes along the Main from Frankfurt he can still today enjoy the distant prospect of the city with all its beauties, including the confluence of the Main and the Rhine at the city.

During the last ten years the city's silhouette has changed considerably. New tall buildings have gone up for the university and the hospital. But the Dom and the cupola of the Christuskirche with its many towers still dominate the skyline. And in the distance the hazy blue of the Taunus mountains can be seen as well as the white cloud of smoke from the cement works on the right bank of the Rhine.

The confluence of the Main and the Rhine must have been a strategic strong-point for the Roman legions. Fortifications were set up here. Traders quickly followed the military. Wine, meat and corn could be obtained from the market-places. In a short space of time villas and temples were built. Finds such as a temple to Jupiter, a triumphal arch and a monument to Drusus along with many other discoveries give some indication of the life that the city's founders lived.

Romans, Celts and Franks mingled here. All the roads leading to the Rhine have red signs.

The city lived by and for the great river. Everything about the city comes from the river, its system of transport, the soil and its mild climate, which makes it an ideal wine-growing country. Man made this city splendid and today it is a scene of many contrasting styles.

How this can be achieved with complete harmony is exemplified by the Dom which is a mixture of the Romanesque, the Gothic and the Baroque. Similar mixtures of artistic ideas can be seen on the government buildings in Mainz.

The Deutscheshaus built in the French Baroque style shimmers in its red stone in

the sunlight. Here the provincial assembly for Rhineland-Palatinate sits. Next to it is the state chancellery and the studios of Südwest radio. The work of great artists from the past can be discerned in their architecture. On the far side of an imposing courtyard the princely castle stands, available for conferences.

But in contrast to the modern buildings that are used for government and administrative purposes there are the Baroque St. Petruskirche which stands on the Grosse Bischofs and the electoral Marstall with the historical museum opposite.

The mixture of these various types of building is an indication of the strengths that have gone into the young and the old Mainz, binding the ancient and the modern in architecture.

It can be added by way of an aside that the second television channel operates from here, famous for the cartoons of the *Mainzer Nachrichten*. It is possible that the second television channel has not only made Mainz famous but also given another aspect to its public image.

It is true, as evil tongues are wont to say, that the people of Mainz save up all their humour and sense of fun for a whole year for Shrove Tuesday?

It was in 1838 that the festivities of the carnival season took on the shape and form that remains basically unchanged today. The French occupying forces in Mainz encouraged the love of mockery and joy in tom foolery of the middle-class. The power of tradition in rituals and fooling about is still noticeable today.

Part of the Federal state capital with its hierarchy of officialdom is the university named after Johannes Gutenberg. The old university existed from 1477 to 1798. The new one was re-opened after the

Most people would think that Heidelberg, a city with an international reputation, would have no need to bother about advertising campaigns. But the statistics issued for 1970 have given the city fathers quite an opposite viewpoint.

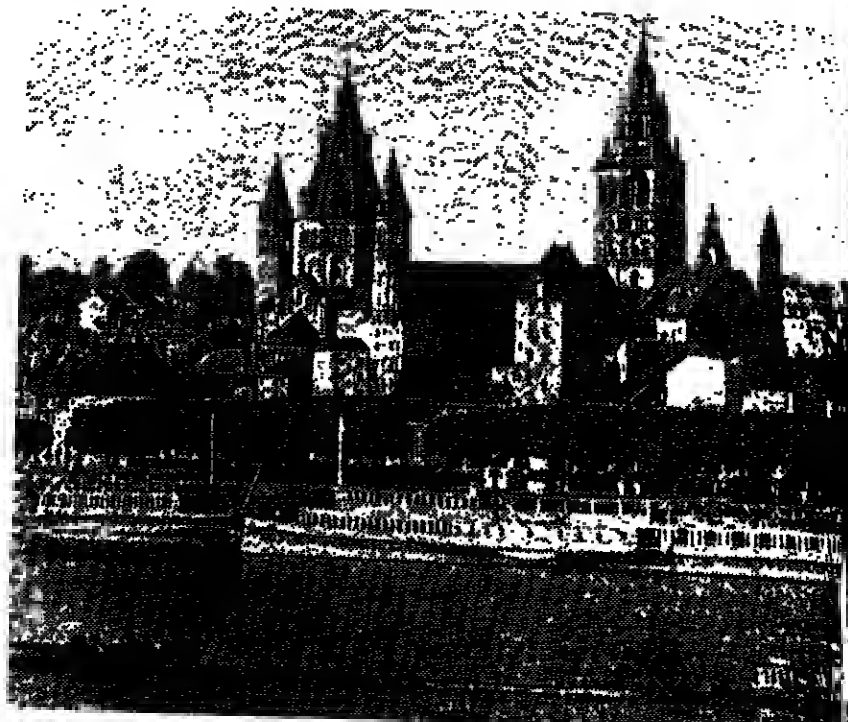
Tourism which is an important business for the city has met with an alarming setback in the number of people from the Federal Republic who visited the famous university city. The figure had dropped by 70,000, and this warning signal has not gone unheard. A fresh wind is now whistling through Heidelberg's ancient streets and lanes.

A new young team has been appointed to give new impetus to the city's advertising and this team has got off to a good start. The first factor they have underlined is that Heidelberg needs more accommodation for tourists. The average length of stay of guests must be lengthened, is their second point, and thirdly there must be a greater appeal to visitors from this country.

In 1970 there were 490,000 overnight stays registered in Heidelberg. More than fifty per cent of these were foreigners. The greatest number came from the United States, with American visitors accounting for 100,000 overnight stays. The British came in second place followed by Dutch, then the Swiss, the Swedes and in fifth place the French.

There is no registration, however, of the number of visitors who come each year to Heidelberg and stayed for just a few hours. It is estimated that these amounted to three million.

To keep a hold on these visitors and persuade them to stay longer is the main



A view of historic Mainz from the Rhine

War in 1946 and in the past twenty-five years has acquired a good reputation.

At the university the students still spend more time working than demonstrating. However, the students in Mainz are not so integrated into the life of the city as in other small university towns.

An attraction for tourists as well as for researchers is, without doubt, the Gutenberg Museum. The present and past rub shoulders there.

A modern building housing valuable exhibits of Gutenberg's time was added to the reconstructed Römisches Kaiser with its splendid late-Renaissance facade.

On show there is the 42-line Bible which Gutenberg had printed nearby between 1452 and 1455.

Mainz has its own chair for Gutenberg research. In addition the giant IBM factory in Mainz producing the most modern data-processing equipment provides the opposite extreme and Gutenberg's invention still holds sway today.

## Heidelberg launches campaign to improve tourism

duty of the new advertising team. The average visitor to Heidelberg stays for only 1.6 days. This is exactly the same amount of time that guests tended to stay in the city in the golden age of 1913.

The major problem is the lack of beds. Heidelberg can offer only 3,200 hotel beds, not more than in a fairly average holiday resort. In the tourist season many of Heidelberg's visitors find accommodation in Mannheim and other cities nearby.

An additional 150 beds have now been provided in the neighbouring village of Walldorf where the first Holiday Inn has been opened on German soil. This is part of an American chain of hotels owning 1,282 all over the world.

This year another international organisation proposes to build a hotel - the Intercontinental hotel chain - in Heidelberg.

A campaign using the slogan "In love with Heidelberg" has been initiated so as to induce those who have only visited the city for a couple of hours and taken photographs of the usual tourist attractions to remain in the city a little longer.

For this, campaign posters have been designed which display not only the traditional image of the city with the cliché views of old Germany but also the more modern aspects of the city showing

In the old days the fortifications of the Electoral times surrounded the city while today there is a ring of factories that are notable not only for their contribution to the economy but also their outward appearance. They manufacture cosmetics, plastics, paper, machinery.

In the past Imperial policies formulated in Mainz. When St. Paul organised Christianity in Germany were twenty-four bishoprics located in Mainz stretching from the North to the Alps.

These far-reaching historical dimensions belong to the past. But the modern city is growing and availing of its surroundings.

The modern memorial to Fritz Wagner by Wotruba on the bank of the Rhine expresses something of the great powers that once emanated from Mainz and still do.

(CHRIST UND WELT, 12 March)

that the romantic city is also a "city" with discoteques and a thoroughfare that is half a mile thereabout in length.

The answer to Heidelberg's problem is the "Three Days in Heidelberg" which costs ninety, 120 or 160 Marks depending on what class of hotel you stay in. This all-in ticket gives you all the facilities you could possibly want. There is a conducted tour of the city and the castle, wine tasting from the "Gutten Faß" and free visits to the city's museums.

Visitors are invited to explore Heidelberg to the full and not just to see through it clicking madly with a camera and out the other side.

For visitors who come out of season between 31 October and 1 April there are even more facilities on offer. With special tourist ticket there are no parking problems. Heidelberg would also like to become a congress city. Its world famous castle would be the ideal location for conferences. A campaign has been started in America by Lufthansa using the slogan "There are several interesting cities where you can hold your conference but Heidelberg has the famous Schloss to the Königssaal."

Finally *The Student Prince* - for Adolf Hitler - has been revived. A student of sociology from Heidelberg will go through the United States complete with beard, a uniform of the student corps and a guitar. He will appear on television and at radio stations giving press conferences.

(Frankfurter Rundschau, 20 March 1971)

Rudi Gutendorf

Social Democrat Horst Ehmke reckons that his party's Bonn coalition with the Liberal FDP is doing a grand job even though it may not have any successes to its credit as yet.

Rudi Gutendorf, whizz kid of Federal league football training, told a similar tale. His work at Offenbach, he said, was planned on a long-term basis. Successes would be forthcoming at a later date.

Offenbach chairman Camillas and the team begged to differ on the idea of a long-term coalition with Gutendorf, though. On Ash Wednesday they parted company; Gutendorf was given the sack.

For Rudi this was a particularly depressing upset to the story. He has now been sacked twice in six months as trainer of a Federal league football club.

Schalke 04 of Gelsenkirchen parted company with Rudi and his progressive image earlier in the season.

He had taken the team out running at six in the morning when the local miners trooped to the pit, held public hearings at the club and invited the players' wives out to afternoon coffee but all to no avail.

When the team's showing flagged and relegation reared its ugly head int even Rudi's bright ideas kept him his job. Statisticians noted for the record book that he was the fourth trainer to be given the sack in a mere eight seasons of Federal league football.

As an integral part of the entertainment section of a success-oriented society the trainer's public reputation is based largely on his successes and failures. The inevitable corollary is that compulsion to succeed achieves neurosis proportions.

This makes it all the more difficult to pinpoint the criteria that go to make a good trainer. Indeed, the publicly-sired views of well-known trainers and players on the subject vary to such an extent that all that can be said with any certainty is what they earn.

Do they, one may well ask in view of the Federal league clubs' collective sixteen million Marks in the red, earn the 18,500 Marks a month that Max Merkel, who claimed to be the Karlsruher footballer, was paid by Nuremberg?

Even if peak salaries such as this have since been sixed the 10,000 a month, free flat and car of Helmut Johannsen, Han-

## ■ SPORT

## Trainers - the whipping boys of soccer in this country

over 96's unassuming trainer, is still enough to make success imperative.

Economic undertakings geared to profit-making, for this is what Federal league football clubs are, are only to be expected to pay their money and take their choice and hope that a reputable trainer will be a guarantee of good performance and better gates.

The investment, then, is intended to pay, but in practice things look a little different. Something or someone has gone wrong: in this case the relationship between coach and players.

There can hardly be a sector in which so much play is made with the idea of a psychologist and educationalist without anyone being altogether what the terms are supposed to mean.

Bela Guttmann, trainer of the Benfica team that twice won Lisbon the European Cup and a man with both European and South American experience, maintains that a trainer has to talk the player's language, telling uncomplicated players a straight story and going into greater detail with the intelligent man.

Max Merkel, putting his views in a nutshell, rules that the trainer is always right. Sepp Herberger, veteran trainer of the national team, feels that intuition is the vital factor.

Klaus Ochs, at present trainer of Hamburg SV, reckons that neither psychology nor education theory have any great say in the football trainer courses run by the Federal Republic Football League (DFB).

Frantisek Bufka, would-be trainer of VfB Stuttgart in 1969, had already taken his old team to the top in Austria but when it came to the DFB course for Federal league trainers failed the practical examination - as if it were a matter of mere work in the gym and on the field. It may be impressive now and again to see the trainer perform a perfect header, high cross kick or thirty-yard pass but this alone hardly qualifies him for the job.

Method and tactics - psychology and first aid - are the trainer's sine qua non. They can be learnt mechanically and applied ineffectively too.

When newcomers lack a time to adapt, a trainee period for university-leavers with a degree in sport, a couple of years during which they can sea for themselves and learn to understand the actions and reactions of top-flight sportsmen in stress situations.

The ability to sense what is going on in sensitive, unsteady sportsmen's minds and hearts is a must. So is personal regard for social factors such as the player's background, interests, ties, intellect and attitude towards the press and the general public.

Chick Cajkovski, paid 10,000 Marks a month, trainer of Hannover 96 as recently as 1969, failed on these counts, not on his ability to show players how to handle the ball.

Ha proved incapable of getting the best out of experienced players such as Skob-

lar and Heynckes. An arm on someone's shoulders, tears in one's eyes and imploring gestures may do the trick now and again but they are no substitute for psychology.

Old hands need intensive care, otherwise routine will prevail over what ought to be keenness.

Herberger was a past master at handling men and as he himself always used to say his knack was one of sounding out the player's wavelength and using it.

Sepp Herberger may have been authoritarian but in the best possible way. He gained respect by first convincing the players that he was right. They did as he said not just because it was him but because they had agreed that his ideas were right.

The one possibility does not preclude the other, though. Before a crucial World Cup qualifying match against Northern Ireland in Berlin he had a talk with each player separately.

Each man was told what he had to do and why it was that his particular job was vital if this country were to win. He told the writer, for instance, that Ireland's kingpin, McIlroy, had just said at the press conference that he would have the better of me this time. It was a tailor-made incentive.

This is a little different from the firebrand talk Klaus Ochs claims to use to pack punch into HSV. His pap talk has a one-time purpose, is geared to the next match only.

Criticism can spur one man on, another



Hans Waisweiler (Photos: Nordbild)

it will depress. Fritz Walter, captain of the national team that won the World Cup at Bern in 1954, was upset by criticism. Uwe Seeler, captain of the runners-up at Wembley in 1966 and veteran international, is not.

Yet Herberger was able to gain the confidence of both of them. Not, of course, that there can be any denying



Max Merkel

that the mere fact of a match being an international or World Cup fixture is in itself sufficient incentive to make a player pull all the stops out.

In a Federal league club today, though, equally large sums of money are at stake and for the player under contract wins mean bonuses and relegation probably means the sack.

Bela Guttmann's remark that brute force and the prospect of travel only work to a certain extent and so proves only that the incentive theory is dubious, not that it is absolutely untrue.

At the same time it is nonsensical to say that talent and personality alone are sufficient to make an ideal trainer. In England, for instance, trainers are not required to pass examinations.

The naive idea that intuition, imitation and improvisation coupled with a certain amount of past experience as a player are sufficient to weld a team out of individuals of varying kinds and origins is, for instance, what led to the Bremen fiasco.

A year ago Fritz Rebell left Werder Bremen with the admission that he did not understand enough about Federal league players. "They no longer listen to me," he confessed.

And right as it may be not to train the same team for more than ten years Henras Weisweiler, who has trained Borussia Mönchengladbach with tremendous success since 1964, is equally right in saying that it takes at least three years to shape a team.

Herberger, too, would insist on at least a four-year contract but the clubs are impatient. All too often the trainers' personal interests clash with the clubs' short-term need to notch up a few successes.

Club chairman behave as though a successful team were manufacturable, club trainers do not oppose this view energetically enough, frequently for reasons of vanity or because they fail to grasp this sociological set-up.

The net result is that trainers end up with their cards, wondering what has hit them.

Georg Knöpfle, asked what the difference between training Federal league and amateur players is, replied that within a short space of time more could be done with amateurs because they have more to learn.

(DIE ZEIT, 26 March 1971)

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